



StackAdapt's Guide to

Industry Targeting

Contents

1 Introduction

2 Industry Targeting Explained

3 How to Get Started With Industry Targeting

Identify Your Target Market

Build Your Buyer Personas

Map Your Customer's Buying Journey

Leverage Your Programmatic Platform

4 Tactics for Industry Targeting

Audience Targeting

Geotargeting

Dynamic Retargeting

Reporting and Insights

5 Common Industries For an Industry Targeting Strategy

Retail Industry

Automotive Industry

Finance Industry

Travel Industry

Government Industry

Healthcare Industry

Higher Education Industry

6 Leveraging Multi-Channel Campaigns For Industry Targeting

7 Get Started With Industry Targeting

Introduction

In order to reach your ideal customer, you need to understand who they are and know which strategies to leverage to target them in the most efficient, effective, and successful way. Understanding your industry-specific market will enable you to deliver the right ads, at the right time.

In this guide, you'll gain a better understanding of all of your targeting options for programmatic campaigns, and how to best apply them to create an industry targeting strategy that drives performance.



Industry Targeting Explained

In the world of digital advertising, industry targeting is a strategy that enables you to segment your audience into groups.

It involves taking a step back to look at your audience in order to determine if they fit into specific topical groups. Groups may be based on interest, or on a marketing industry, such as travel, retail, finance, or healthcare.

With industry targeting you can leverage programmatic ads to capture a focused, intent-driven audience. You can use specific messaging tailored for that segment and curate the content to cater to the unique needs and interests of your target market.

For example, B2B brands often need to find industry-specific research and develop unique personas for various segments.

A B2B brand that sells office furniture might explore ways that they can position their brand and products for specific industries. The way this type of brand advertises to a financial services company will be different from their messaging for a doctor's office.

Other brands may have industry-specific solutions they're trying to sell. Or, they may be tweaking the positioning of the same solution or product to appeal to audiences across different industries. In all these scenarios, an industry-targeting strategy will be beneficial.

How to Get Started With Industry Targeting

We've put together a 4-step guide to building your industry targeting strategy for programmatic.

STEP 1



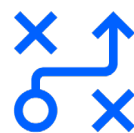
Identify Your
Target Market

STEP 2



Build Your
Buyer
Personas

STEP 3



Map Your
Customer's
Buying Journey

STEP 4



Leverage Your
Programmatic
Platform



STEP 1

Identify Your Target Market

You likely know your target markets based on past purchasing behaviour or the success of your previous campaigns. However, you might be overlooking a few, or targeting an audience that is very broad.

Dig deeper into your customer data to confirm your top industries and perhaps uncover a few sub-industries as well. Think about what interests or characteristics your customers share. Or, pick features from your offering that you believe are appealing, either from reviews or direct feedback, and consider who else might enjoy or benefit from them.

It is best to rely on defined metrics or data points where you can. For example, identify the characteristics of your top spenders to draw conclusions about your target market.



STEP 2

Build Your Buyer Personas

Next, you'll want to crystallize who your ideal customer is in the industry you want to target, and start to consider the audience insight you'll need to gather in order to reach them effectively.

Building a buyer persona is essentially creating a profile of a person who represents the exact centre of your target market. This ideal (fictional) customer is given a name, age, even a profile picture, and made into a “real” person by leveraging data that you collect. Having a data-informed view of your target audience makes it easier for creative and media teams to identify with, and to create ads for these users.

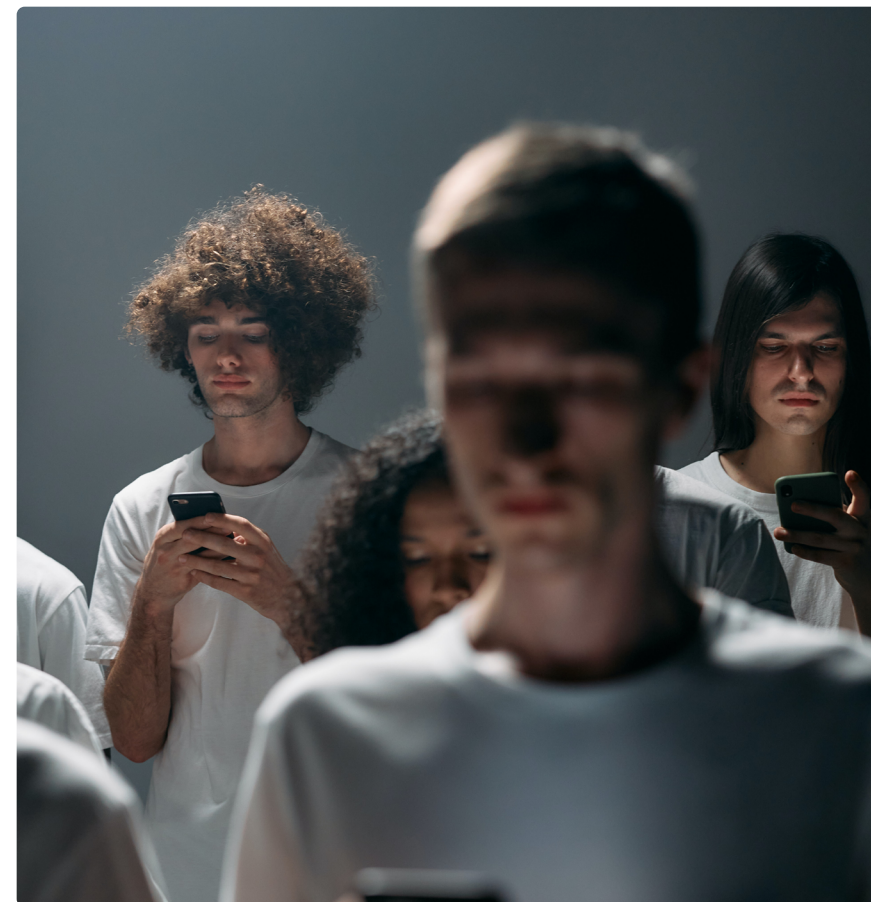
To build your buyer personas, you'll start by leveraging your 1st-party data. This primary data reveals important information about existing audience behaviours, traits, preferences, buying habits, and interests, which can inform your personas.

This data may also tell you something you didn't know about your current customers. For example, if you find that customers in a specific industry are typically buying multiple products together at once, you may consider this when targeting lookalike audiences in your media strategy.

Primary data sources include your CRM, sales data, and website analytics, just to name a few. You could also conduct customer interviews or hold internal stakeholder interviews. Employees in positions

such as sales or customer service are often a wealth of knowledge when it comes to audience insight.

You'll then want to review secondary research to supplement what you've learned from 1st-party data insights. Research tools like eMarketer, Netbase, Environics, Comscore, and Forrester are a good starting point.





When gathering data to build buyer personas, there are a few categories of insights that you'll want to explore:



Demographics like age, gender, income, marital status, or job title.



Psychographics, including major life events, life challenges, or accomplishments.



Behaviour and preferences, such as social networks they use, devices they own, or their hobbies.



Buyer's journey, including your buyer's needs, problems, and pain points at each stage of the journey.

Demographic data can be easily gathered from tools you have access to, such as your CRM, Google Analytics data, or social media analytics. From this data, you can learn insights like where your customers are located geographically, their age, and other demographics. You can even find information from online lookalikes to fill in the demographic gaps.

Need Some Help Getting Started?

Here are questions to help guide your audience research efforts.

What websites do users frequently visit?

What publications do users read on a regular basis?

How do users learn new skills?

Do users typically conduct research before making a purchase?
If so, how many sources do they use?

Who do users trust for product recommendations?

What format of content do users prefer (text, photos, videos, etc.)?

Are users loyal to certain brands or technologies?

What key events or conferences do users attend?

Do users consider themselves tech-savvy?

Personas should be built using data, not hunches. If you try to answer these questions without using reliable data and sources, you might be overlooking some integral points of view that you hadn't previously considered.



STEP 3

Map Your Customer's Buying Journey

Now that you have buyer personas, you can map their individual paths to purchase to determine where your ads will be most effective. Consider the entire research process for a potential customer, along with the purchasing stages, and all of the ways they might be using channels and devices throughout. This is called journey mapping.

For example, for a potential traveller, you would not want to assume they only use a desktop computer to book a trip and overlook their mobile activity, which may be integral to the buying process. Once you have mapped out the customer's buying journey, you can identify the best time to capture their attention with an ad, ultimately increasing the probability that your industry targeting strategy will result in conversions.

Journey mapping is about reaching the right audience, on the right channel or device, at the right moment, and with the right message. A strong journey map will help in personalizing your digital marketing strategy, so that the journey, and ultimately messaging, resonates with your ideal audience.

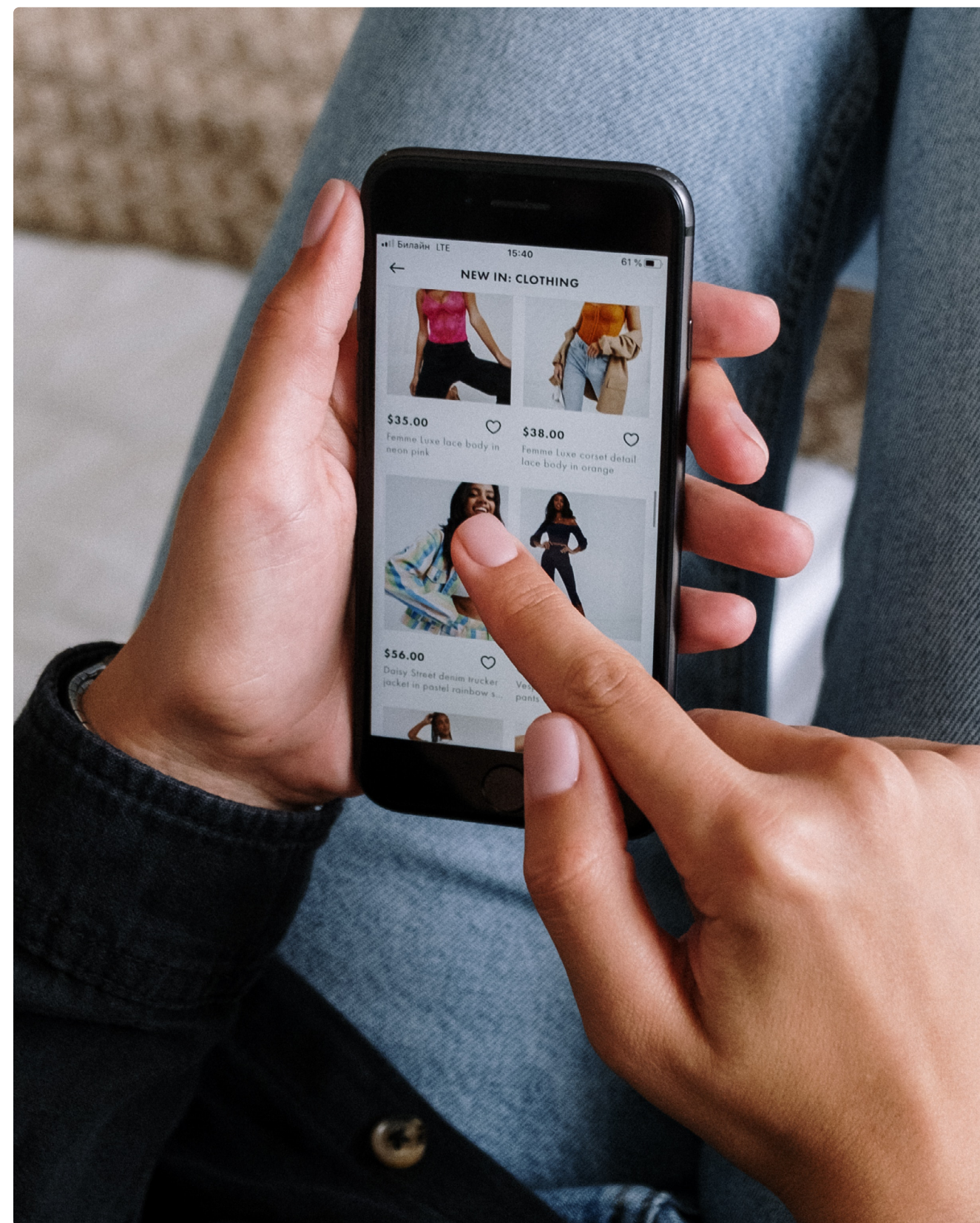
STEP 4

Leverage Your Programmatic Platform

You will want to use advertising technology with the appropriate targeting parameters to support your industry targeting strategy. This includes partnering with a programmatic platform that offers the channels and features you need to reach the right audience.

You'll want to find a programmatic partner that supports custom, intent-based segments that capture people who are actively reading about topics relevant to your brand, product, or your competition.

You'll also want to ensure your programmatic platform offers various channels, like connected TV (CTV), programmatic audio, and in-game advertising. This way, you're able to reach your audience through a multi-channel campaign that meets them where they are—which is across various online channels and devices.



Tactics For Industry Targeting

Here are 4 tactics that are needed for a successful industry targeting strategy.

TACTIC 1



Audience Targeting

TACTIC 2



Geotargeting

TACTIC 3



Dynamic Retargeting

TACTIC 4



Reporting and Insights

TACTIC 1

Audience Targeting

There are five main categories where you can find the appropriate audience to target for your campaigns.

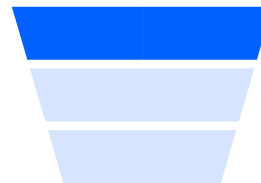
You'll want to find a programmatic partner that supports custom, intent-based segments. They should capture people who are actively reading about topics relevant to your brand, product, or your competition.



3rd-Party Data Segments

There are a number of data providers that offer segments that are built on customer attributes, including demographic, behavioural, and buyer intent. These companies have no direct relationship or connection to the users they are collecting data from. As such, the data is anonymous and allows you to access a larger pool of potential customers beyond those who have interacted with their product or site. These are excellent for top-funnel tactics where you're looking to build awareness or interest.

TOP FUNNEL



Goals: Drive brand awareness

Primary KPI: Expand reach among the core audience

Using a mix of complementary channels increases the percentage of the total target audience that you can reach, and helps to craft a brand story throughout the entire buying journey.



Lookalike Audiences

To reach potential customers who are likely to share similar interests and behaviours with existing customers, you can build a lookalike audience based on those users who have visited your site. This is another top-funnel tactic you may leverage to build your brand and engage new prospects who have the potential to become leads or customers for your business.



1st-Party Data Onboarding

Using a 3rd-party vendor, such as LiveRamp, enables you to match anonymized online user cookies and mobile IDs to real-world consumers and offline data. You can upload data from your CRM, like email address, name, phone number, and zip/postal codes. Once uploaded, the data is hashed and then matched to LiveRamp's pseudonymous identifier, RampID, and the associated cookie, device IDs and IPs, so your new segment can be created.



1st-Party Proprietary Audiences









When a user visits a company's website, a pixel fires, a cookie drops, and the user is added to a 1st-party audience pool. These users, although anonymous in demographics and behaviour, are identifiable by the cookie data that indicates they've shown interest in the brand or site. You will likely use these proprietary audiences for retargeting campaigns making them a more bottom-funnel group to target.



1st-Party Intent-Based Audience Segments

The intent-based audience segments enable you to capture a very specific or niche audience. It may not be as simple as finding an audience interested in a specific brand or general industry. In many cases, it’s an intersection of behavioural attributes and specific interests. Intent-based audience segments evaluate what content users are viewing online, based on topics and article titles, to determine interest. The intent-based audience segments are often the most niche, and most relevant segments you can capture.

Example Audience Group

 Retail	Individuals looking for items related to your brand or those of competitors.
 Automotive	Individuals looking for specific makes and models of your brand or those of competitors, or even those looking for parts and services.
 Finance	Individuals looking for investments related to their portfolio, mortgage information or other financial planning needs.
 Travel	Individuals looking for flights, hotels, and activities to and from a destination.
 Government	Individuals looking for government services, or municipal services like recreational programs.
 Healthcare	General practitioners, medical specialists or individuals searching for health-related topics.
 Higher Education	Students and parents searching for higher education programs, scholarships, and submission requirements.
 Real Estate	Individuals with purchase intent, anyone browsing for properties or researching financing, or even those looking to sell.
 Arts and Entertainment	Individuals who have read an article about a featured artist or actor, watched a trailer of a movie, interested in the performing arts, or anyone who has researched upcoming festivals or sporting events.
 Food and Drink	Individuals who have searched food-review websites or blogs, or have shown interest in new dining experiences.

TACTIC 2

Geotargeting

Geotargeting is the practice of delivering content to a consumer—via mobile or web—using the geographic location information of the recipient. The most common geotargeting parameters are zip and postal code, city, state or province, and country. There are also more powerful geo radius targeting options using specific addresses or lat and long coordinates to really define the individuals within a specific geofenced area









There are 3 ways to leverage geo radius targeting:

	✓ Good For	! Considerations
Target the area around your brick and mortar store.	<ul style="list-style-type: none">Local audiences.Timely offers when consumers are in the area.	<ul style="list-style-type: none">Consumers might already be interested if they are in and around your store.
Target an area of interest where your audience is.	<ul style="list-style-type: none">Targeting conferences or meet-ups.General interest areas like shopping malls or event venues.	<ul style="list-style-type: none">You will also be capturing people who happen to be in the area who are not specifically interested.
Target your competitor's brick and mortar location.	<ul style="list-style-type: none">Trying to capture prospects who are visiting a competitor.	<ul style="list-style-type: none">You may also be targeting your competitors themselves.

TACTIC 3

Dynamic Retargeting

Dynamically retarget consumers showing high-purchase intent with ads that personalize the image, headline, and copy based on the nature of their prior website activity.

Example Dynamic Element	
 Retail	Dynamic items based on products a user has looked at, geographical location, and past purchases.
 Automotive	Dynamic images based on custom finishes a user has selected.
 Finance	Dynamic rates based on the portfolios a user explored.
 Travel	Dynamic destination, flight price, and timing.
 Higher Education	Dynamic information about courses or programs searched.
 Real Estate	Dynamic listings, with real estate options viewed.
 Arts and Entertainment	Dynamic ticket prices, or show dates and locations.
 Food and Drink	Dynamic restaurants based on previous searches.

TACTIC 4

Reporting and Insights

Consumers spend a lot of time on mobile. That means, you need to connect your customers' digital world with offline behaviours. Whether you're tracking awareness, conversions, engagement time, or foot traffic, you need to gauge campaign performance and connect your marketing to measurable business results.

There are 3 stages where you will want to review insights:

- **Pre-campaign:** Review historical data from previous campaigns to determine how you can best set up your campaign for success.
- **Mid-campaign:** Review how the campaign is performing and make appropriate optimizations to ensure the rest of the campaign performs well.
- **Post-campaign:** Pull a summary of the campaign's overall performance, analyze the data, and extract key learnings.



Foot Traffic

Measuring foot traffic lift to your brick and mortar locations is one way to track campaign engagement. In order to measure foot traffic, it is ideal to have a partnership with a location intelligence partner. Their technology will allow you to track when a customer has visited your business after being served a digital ad.

Common Industries For an Industry Targeting Strategy



Retail Industry



Government Industry



Automotive Industry



Healthcare Industry



Finance Industry



Higher Education Industry



Travel Industry



Retail Industry

Increase store traffic by opening your doors to digital.

The way consumers make purchases is changing. Consumers are spending more time on their devices and embracing online shopping.

These changes require that brands in the retail industry evolve their approach to marketing by reaching consumers in-store and on shelves, as well as online.

Retail marketers are now faced with a unique challenge when creating an industry strategy for online advertising. They need to prove sales lift from online tactics, which means they need a way to connect the digital world with offline behaviours.

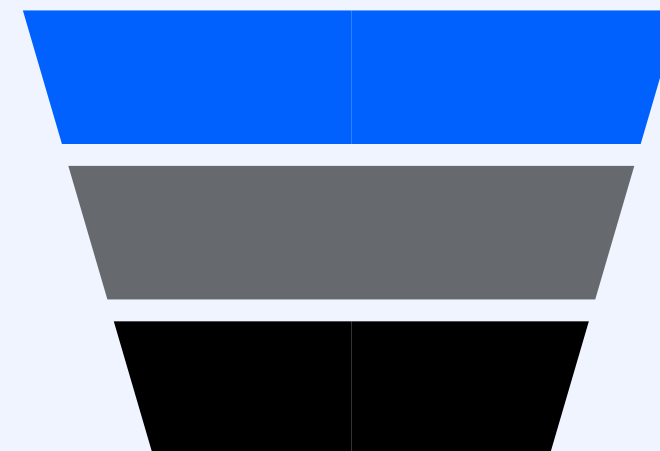
***The solution?* Innovative targeting and the right tools to measure your campaign's performance.**





Retail Targeting

The retail industry has an array of targeting options for campaigns. Similar to a sales funnel, it's easiest to demonstrate the targeting options as consumers move from search or research, to purchase.



TOP FUNNEL

3rd-Party Segment

Audience segments based on your key demographics, like gender, age, marital status, profession, etc.

MID FUNNEL

Geotargeting

Use geo radius targeting to capture users in real time across mobile apps based on their physical location (state, zip or postal code or latitude and longitude).

Custom Segment

Segments based on purchase intent through a user's online actions (product reviews, articles read, traffic visiting competitors, etc.).

Lookalike Targeting

Tag specific users so you can target lookalikes. For example, tag anyone who landed on the landing page of a prior campaign, or any visitor to a specific page on your website.

BOTTOM FUNNEL

CRM Customer Data

Upload your customer data from your CRM to target customers who have purchased a similar product in the past.

Dynamic Retargeting

Take retargeting a step further and show users ads for specific products they've viewed on your website with personalized image, headline, and copy based on their activity.



Retail Example

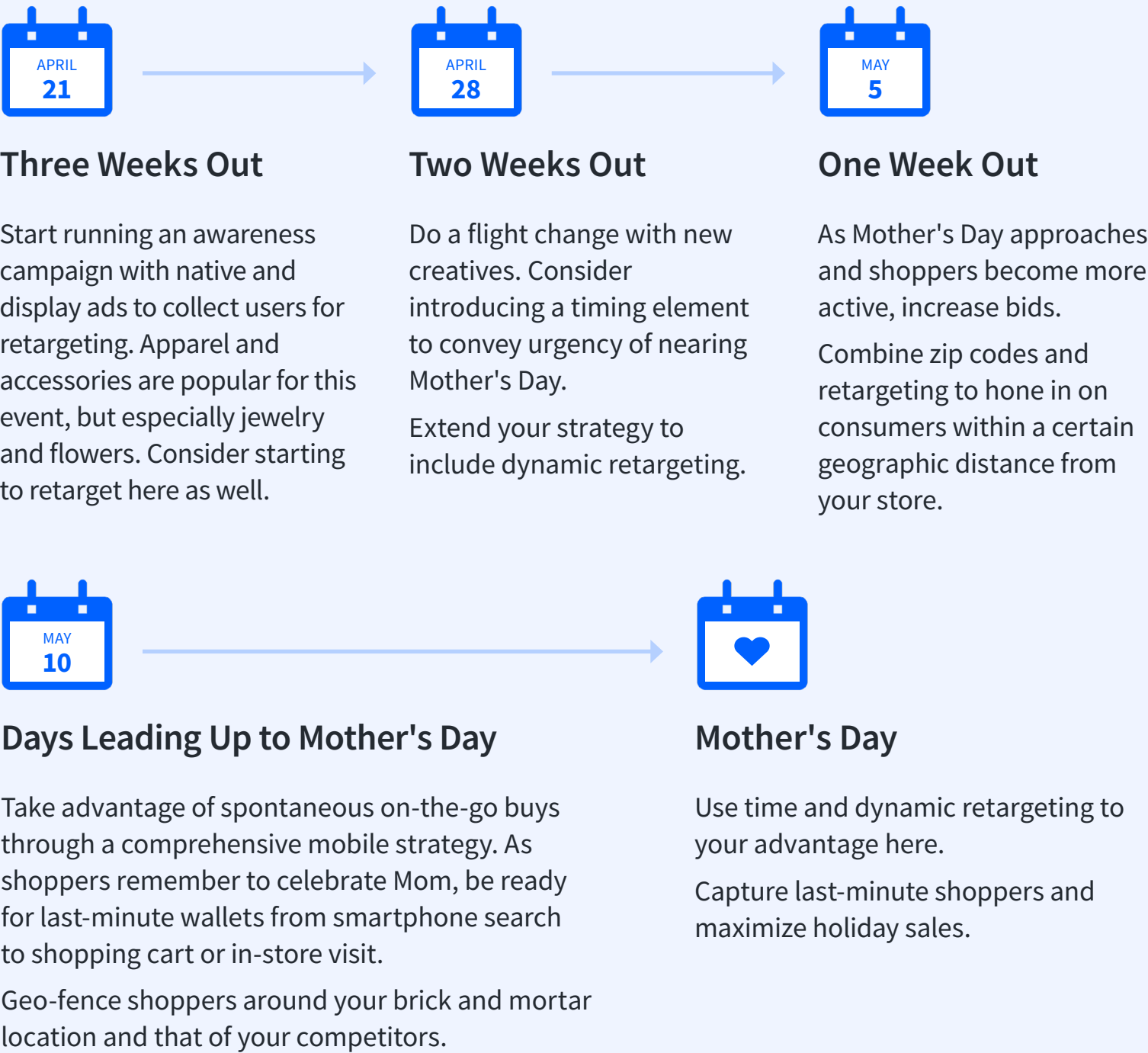
Mother's Day

Mother’s Day is a largely retail seasonal event with an important timeline to consider. In 2022, 84% of Americans planned to celebrate Mother’s Day, and consumers planned on spending \$31.7 billion USD on the occasion.

The amount of spending has increased considerably over recent years. In 2022, consumers planned to spend \$25 USD more on Mother’s Day purchases than in previous year, and were expected to spend a record average of \$245.76 USD.

Unsurprisingly, the top three categories for spending were greeting cards, special outings, and flowers.

Marketing Timeline





Automotive Industry

Driving your digital strategy in the right direction.

The automotive industry extends beyond just the sale of the car, and the sales cycle is much longer than some other products. This industry includes the vehicles themselves, as well as parts and services.

The automotive industry is very competitive, and your KPI is not simply a sale online. In most cases, car buyers are not buying online, they are visiting a dealership to test drive or purchase.

You need to consider that shoppers are going to visit multiple dealerships and might also make several visits to each one. Keep these considerations in mind as you build your strategy to ensure you remain top of mind as shoppers are visiting different locations and taking multiple test drives.





Automotive Targeting

Connected TV (CTV) is very effective for the automotive industry, as consumers like to see the vehicle in action. It is easier to convey the features and functionality of a vehicle, and the story behind the brand through video ads, rather than static images. Display banners are a great way to complement the overall campaign and can be used as part of the retargeting line.

Some tactics you may consider for an automotive campaign:

1

1st-Party Intent-Based Audience Segments

As an upper-funnel tactic, capture users actively consuming content related to cars. As a lower-funnel tactic, capture users consuming content specifically related to the brand being advertised.



Retargeting

Place a pixel on the dealership's website to retarget users with display banners for campaign lift.



Geotargeting

Identify users with CTV devices in the desired geo and retarget with CTV.



IP Address

Leverage IP addresses from the CTV impressions and track if the user accessed a desktop or mobile device on the same IP to visit the website.



Weather Targeting

Align campaigns with seasonal demand. For example, use weather targeting to promote winter tires when the temperature in a region drops.

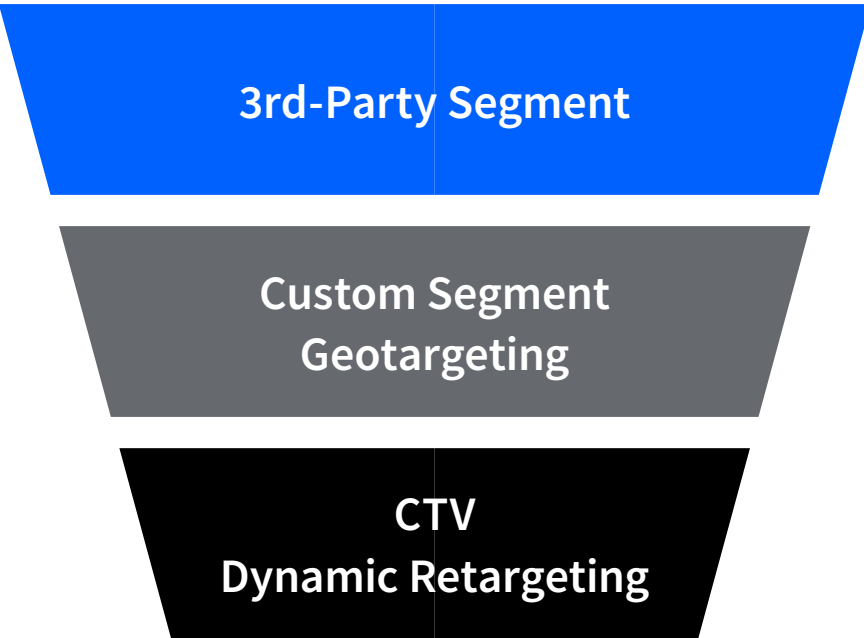


Automotive Example

Car Dealership

For auto dealers, geotargeting will play a huge role in attracting users into the physical location. The majority of car buying research is done online, but getting people in the door is very important.

Some tactics you may consider to get consumers to visit the dealership:



TOP FUNNEL

3rd-Party Segment

Target individuals who live in a defined zip/postal code, are a certain age, and whether they have children.

MID FUNNEL

Custom Segment

Create a custom segment showing individuals with buying intent by targeting anyone who has searched for car models.

Geotargeting

Target individuals who have visited your competitor’s location, or searched for car models, with geo radius targeting.

BOTTOM FUNNEL

CTV

Mix in CTV targeting to increase prospect traffic to the website.

Dynamic Retargeting

Serve personalized ads to website visitor.



Finance Industry

Create campaigns you can take to the bank.

Advertising credit cards to millennials, and promoting a new mortgage opportunity to a prospective homeowner will require unique targeting tactics, audience segments, as well as consideration cycles.

Timing of the sales cycle is particularly unique for the finance industry. The length of time a prospect spends when researching a product, such as those mentioned below, will need to be considered when building your campaign.

- Credit card = 5 day consideration cycle
- Investment account = 15 day consideration cycle
- Mortgage or insurance = 60 day consideration cycle

Campaigns with longer sales cycles will require more nurture and retargeting tactics, as opposed to those with a shorter consideration cycle.





Finance Targeting

Given the shift to a mobile-heavy environment, device targeting for a finance campaign will also shift depending on the product and the age or generation of the target audience. An older generation will likely be easily captured on news sites, or with video ads (either desktop or CTV). However, a younger generation would be better captured with mobile device targeting.

For finance industry targeting, include tactics, such as:



Inclusion List

A well-thought-out website list is effective in locating an interested audience. Adding news and finance websites to an inclusion list can capture readers who are well informed about financial matters and interested in investments.



1st-Party Intent-Based Audience Segments

As an upper-funnel tactic, capture users actively consuming content related to cars. As a lower-funnel tactic, capture users consuming content specifically related to the brand being advertised.



Finance Example

Millennial Investments

Consider millennials looking for investment opportunities. These individuals are savvy, and highly interested in services that allow them to save on cost. If we were discussing television trends, these would be the cord cutters—they're cutting fees and cutting out the middle man. They don't depend on television providers to dictate programming, and they don't rely on a big bank to dictate the way they invest their money either.

As a result, this younger generation is looking for a brand they can align with and investing options that are simple to understand, navigate, and sign up for. Unlike an older generation, this audience is not necessarily walking into a bank to speak with a financial adviser.

Millennials are digital and mobile users, and so they will go online to find resources and educate themselves. To capture interest, provide lots of content and video that's educational and answers any questions this audience may have.





Travel Industry

Reach and influence travellers throughout their journey.

There are various opportunities to connect with potential travellers, individuals on the move, or travellers who want to share their experience post-travel.

Travellers are no longer calling or visiting a travel agent to take care of their travel needs. They are conducting their own research in a number of places, comparing prices, and are using a variety of online sources.

How do you speak to travellers about a specific destination? Every travel destination has a story to tell. Whether your story is told through video or content, you need to reach the right audience within the right channel in order to inspire and convert them.




If you are advertising in the travel industry, you will encounter 3 types of leisure travellers:

- Traveller who chooses a destination and then finds events and things to do for that location.
- Traveller who buys tickets for an event and then looks for travel to the destination.
- Traveller who just wants to get away, and does not have a specific agenda.

You do not have to target a single type of traveller in your campaign, but the way you capture their attention will vary. You will also notice that the stage in their buying journey differs depending on how they are viewing their trip. It's important to keep all of these factors in mind, so you can create your content and cater your ads to match their needs.



Travel Industry

Stage	Type of Content	Considerations	Likely Traveller
 Inspiration	Broad, shareable content designed to inspire travel.	The idea is to start building relationships with your customers at this stage—provide some inspiration and perhaps destinations they would not have thought of.	The one who just wants to get away, and does not have a specific idea or agenda in mind.
 Research and Discovery	Content catering to this stage should help customers plan with inspirational, educational, and destination-specific information.	At this stage, you are just trying to give ideas on what the person could do if they decide to travel to a specific place, and perhaps showcase some hotels, and flight options.	The one who chooses a destination and then finds events and things to do for that location.
 Booking and Preference	Share stories and show what makes your brand unique.	User generated content, such as reviews and testimonials can be very effective in helping travellers, for example, choose a hotel.	The one who buys tickets for an event and then looks for travel to the destination.



Travel Targeting

According to an [Expedia Group Media Solutions survey](#), 6 in 10 individuals planning a trip are destination indecisive, the majority (62%) are open to destination inspiration, and activities and experiences are the biggest driver of travel decisions. For destination marketers, this means there is ample opportunity to influence through effective advertising.

The survey also revealed that effective advertising features appealing deals, imagery, and informative content.

When planning for a travel campaign, consider the following tactics:



1st-Party Intent-Based Audience Segments

Capture users who are browsing for flights, hotels, and activities at a certain destination or are engaging with content related to your destination.



Dynamic Retargeting

Deliver ads with personalized image, headline, and copy based on the flights, hotels, or activities users have shown interest in on your site.



3rd-Party Segment

Find users who are on travel websites or looking for travel deals.



Geotargeting

Include creative messages acknowledging the user's location or distance to reach your destination.



Travel Example

Let's consider a traveller in the booking and preference stage of the journey, who already has tickets for a particular event. We want to target fans who have purchased tickets for the Super Bowl and who are going to need help inspire travel plans. This may include flights, hotels, or airport transfers.

For this scenario, intent-based audience segments will be ideal to capture your niche audience, coupled with geotargeting to ensure you are excluding people who already live in the hosting city. Native ads will be very effective to showcase comparison lists of hotels, featuring guest reviews. And display ads will help to reinforce flight deals, or even flight and hotel packages.



Retargeting will be an important strategy to keep in play, as it will ensure you are capturing those users who have clearly shown interest. Keep in mind, once you start nearing the event, the likelihood of travellers still looking for inspiration or suggestions has lessened. Timing is very important for these types of campaigns, and the last thing you want is to continue to serve ads to the traveller who has already booked their trip.



Government Industry

Reach more public with your service announcements.

Marketers advertising government services need to keep the public informed about government initiatives while meeting their rising expectations of digital experiences.

As a marketer in this space, you need to leverage the digital opportunities that will result in keeping the community abreast of what's happening, from recycling programs, to economic development activities, and public service announcements. And that means using digital to your advantage to reach bigger audiences with smaller budgets and deliver measurable outcomes.





Government Targeting

Governing bodies need to keep up with digital trends when it comes to getting public service announcements heard. Not everyone will see the subway ad and they are not likely to read the newspaper, but they will more likely notice a mobile ad.

Switching targeting to specific devices, in specific geos, will ensure the people within a designated region will hear the appropriate public message that is relevant to them.

Running government campaigns are easy when targeting involves:



A healthy mix of desktop and mobile.



Geo location considered for relevancy in creative.



Connected TV to capture users who are more frequently streaming content.

A mix of display and video are excellent methods of increasing brand awareness and ensuring the message is heard by the members of the public, in the areas that need to hear it.



Government Example

As the legalization of cannabis continues to spread, many governing bodies are interested in ensuring the rules and regulations surrounding the substance are communicated clearly to the public. This is a perfect example of how to capture the right audience for government campaigns.

With this topic there are a few messages that will likely be conveyed:

- Age limits on substance use.
- Not ingesting the substance and operating a vehicle.
- Avoiding over-consumption.

The audiences that could be targeted with custom segments are:

- Parents with children or teenagers in the household.
- Drivers of legal consumption age.
- Audience groups that regularly consume alcohol or other regulated substances.

Once the audience is determined, include in your digital campaign a mix of desktop and mobile targeting, with both display and video ads.

Geo is important! Regulations could be consistent for every geo, but resources may vary. If the advertiser is looking to promote information sessions, or geo-specific contact information, you will want to offer unique messaging for different locations.



Healthcare Industry

A prescription for improving your digital strategy.

Consumers are increasingly playing a more active role in their healthcare choices, which means they are spending more time exploring healthcare pages and topics online.

Did you know that 47% of internet users search for information about doctors or other health professionals? That is a huge pool of potential patients you could reach. That said, when advertising within the healthcare industry, there are certain rules and regulations that exist, which could hinder what may seem like an easy digital play.

With a ton of opportunities to win more patients and enhance brand reputation, you just need to know the right way to do it.

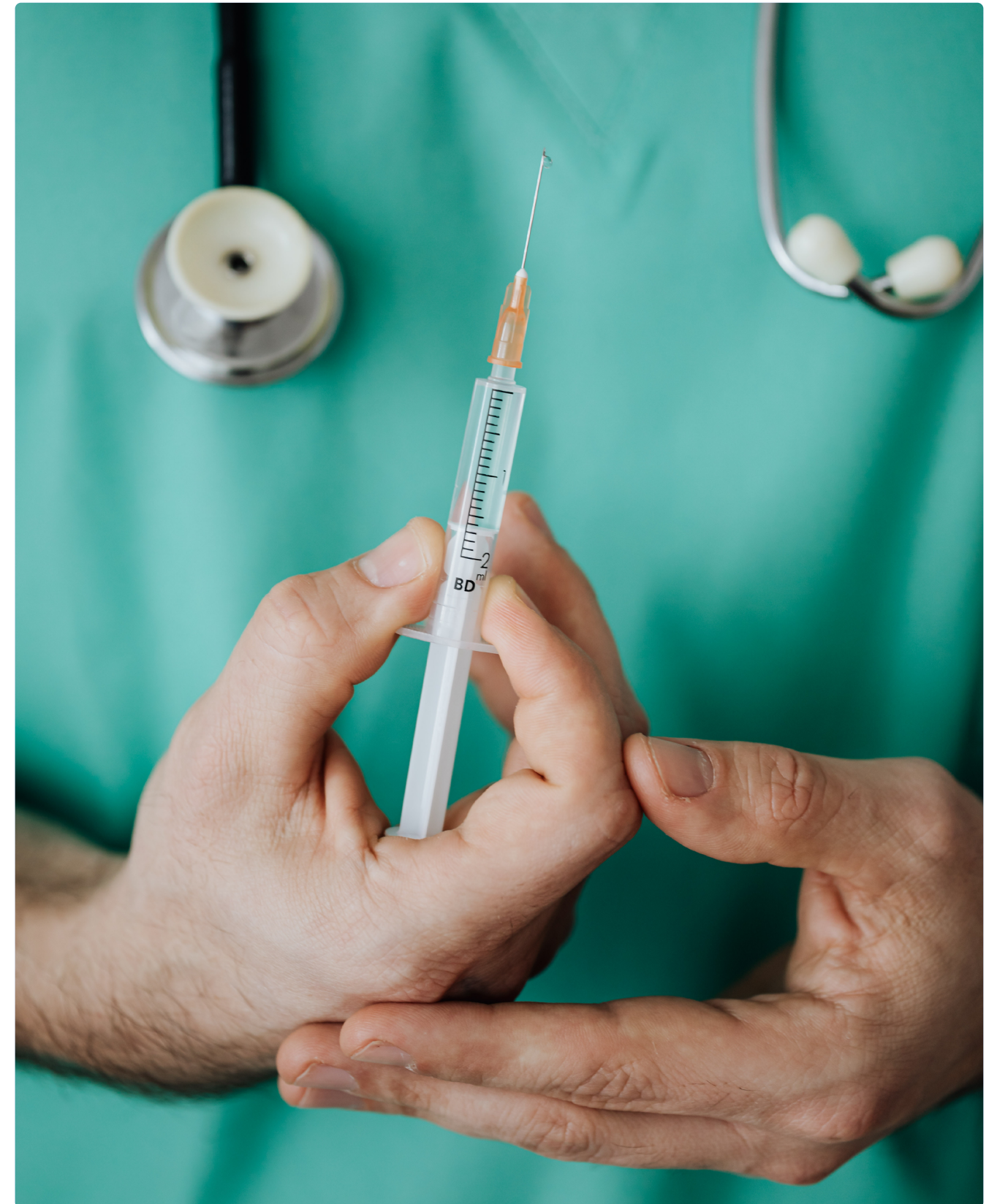




HIPAA

HIPAA, The Health Insurance Portability and Accountability Act, requires healthcare providers to adopt national standards for electronic health care transactions. This act aims to protect the security of individually identifiable health information.

This will impact your digital plans as you're unable to use data from your CRM to target anyone who has been a patient, because that is considered private information. Additionally, retargeting becomes difficult, as you cannot retarget someone who has been searching for information on a particular treatment or ailment.





Healthcare Targeting

With the rules and regulations in mind, there are a number of targeting tactics you can employ when running a healthcare campaign:



Geotargeting

When searching for healthcare information, such as finding doctors close to home, 9 out of 10 people use their phone. Employ appropriate geotargeting to target users by state, city or zip code. You could even target anyone who has visited a nearby hospital, or walk-in clinic.



1st-Party Intent-Based Segment

Capture potential patients looking for a general practitioner, medical specialist, or searching for health-related topics.



3rd-Party Audience Segment

Data partners, such as Epsilon® provide accurate and compliant audience data.

Epsilon, the largest provider of self-reported health information in the market, sources health-related information directly from its proprietary Shopper's Voice® survey. Epsilon receives 3 million Shopper's Voice survey responses per year, offering deep insights into consumer attitudes, lifestyle, and preferences. This results in 100% non-modeled, opt-in data. Since this data is voluntarily provided by the individuals completing the Shopper's Voice survey, it is not subject to HIPAA.



Healthcare Example

Pharma is a sub-industry of healthcare and many of the same targeting tactics apply. There is, however, one key differentiator that sets pharma apart—the requirement of providing additional information to users when building creatives—making it a perfect example of a scenario where healthcare targeting can become tricky.

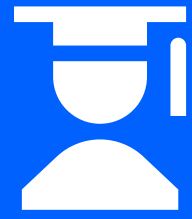
You need to make sure you are targeting age and gender properly, along with the relevant geography. Beyond the important demographic targeting, you need to follow specific safety regulations, which include disclaimers for products.

You cannot target users who have identified themselves as having a specific ailment or health problem. This means that advertisers cannot leverage proprietary 1st-party data—such as a CRM list from a pharmacy—to target the audience.



For pharma advertising, Important Safety Information (ISI) needs to be outlined clearly in the ad to ensure full compliance with healthcare advertising regulations. To accomplish this, you can create dynamic ads with the disclaimer appearing at the bottom, scrolling through the content for the viewer to read.

This is required in all cases. Deal IDs will allow pharmaceutical brands to run ads with a scrolling ISI to ensure full compliance with US Food and Drug Administration (FDA) regulations while maintaining user experience.



Higher Education Industry

Earn high marks with a smart and cost-effective digital strategy.

Marketers focused on higher education are faced with an increasingly competitive market. The audience they need to reach is progressively savvy, always on the move, and constantly refocusing their attention on new platforms to meet their social needs and desires.

Common sets of challenges have surfaced across all programs:

- The need to increase enrollment.
- Drive qualified applicants to websites.
- Promote awareness of programs, degrees, and certifications.

By combining detailed user information with programmatic advertising, you can more effectively identify which prospective students will be receptive to marketing from your institution, reach hyper-targeted audiences, and achieve cost-efficient recruitment results.





Higher Education Targeting

To capture enough prospective students and maximize scale in your campaigns, start your campaigns early. This will ensure the growth of your retargeting pool and increase campaign efficiencies.



Some of the tactics you can leverage are:



1st-Party Intent-Based Segment

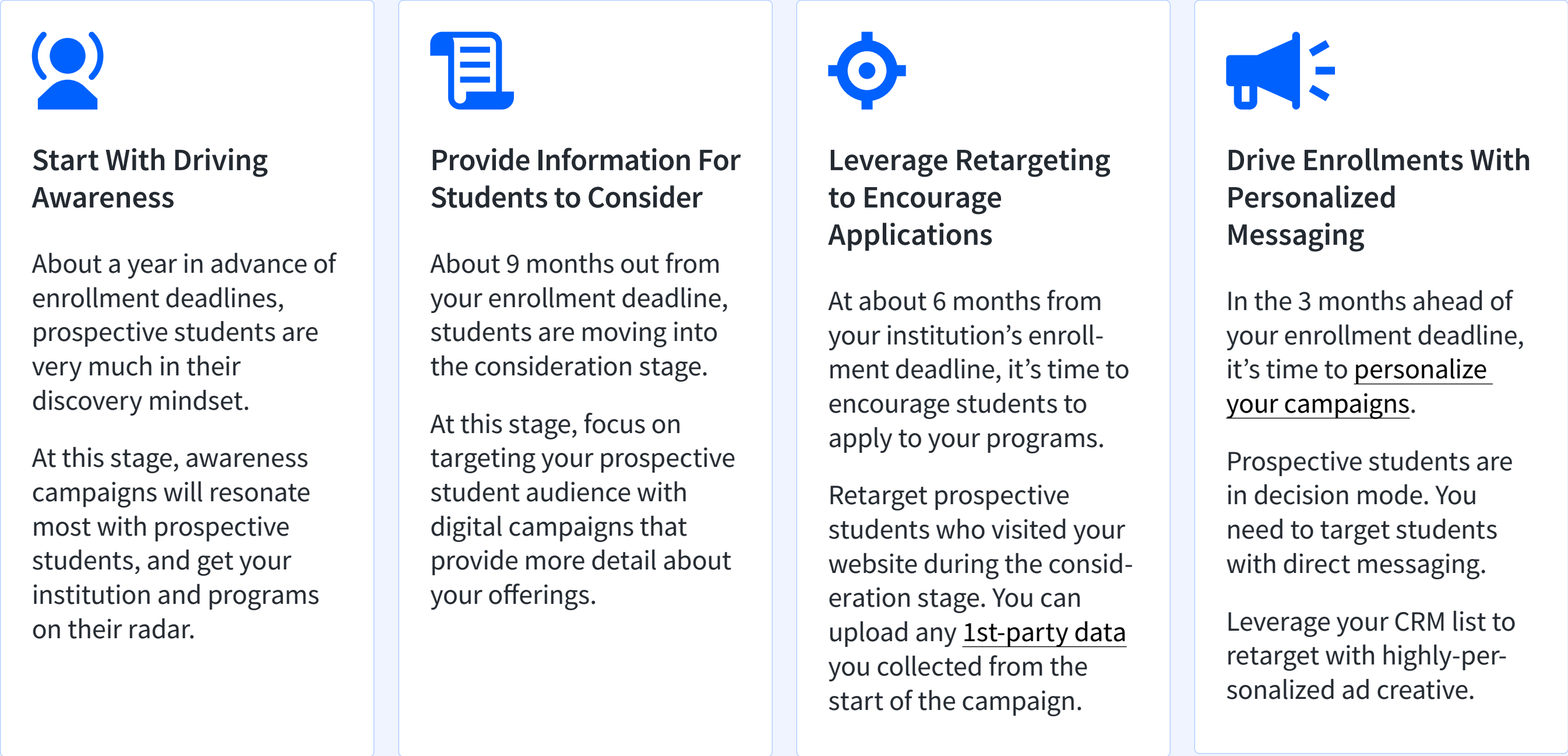
Capture students on college campuses, searching for loans and scholarships, or undergraduate submissions. Take parents into consideration with your campaigns—they can sometimes be the decision makers in the selection process.



Geotargeting

Do not limit geotargeting to your institution, its events or those of your competitors—also geotarget around high schools in a given area.

Not sure where to begin?
Here is an example of a student journey map for your higher education campaign:





Higher Education Example

Let's consider a college looking to capture prospective students. The goal for the campaign might be to drive awareness and attendance to an open house event focused on new student enrollment.

You could follow a flow such as:



Start with native ads to raise awareness about the open house event. This will attract prospects to learn more about the college and meet advocates first hand, including professors, alumni, and current students.



Use 1st-party intent-based segments to target prospective students in proximity to your institution to capture those who are reading about relevant topics.



Layer 3rd-party demographic targeting to maximize the results.



Near the time and location of the event, use geo radius targeting to serve display ads.

Employing all of these tactics in a single campaign will help maximize the exposure for the college event, and increase the potential for a conversion.

Leveraging Multi-Channel Campaigns For Industry Targeting

A multi-channel strategy enables you to reach consumers throughout the entire funnel, creating a cohesive story across all channels. This strategy helps you to gain greater reach by capturing users who are only using some channels. You may run a campaign across two, like display and audio, or across more including in-game and CTV.

A multi-channel approach is a key aspect of your industry targeting strategy because consumers are active across various channels and devices. Understanding how users are interacting across platforms is central to learning how you can effectively reach them, and reach your ROI goals!



Let's break down the 3 main benefits of a multi-channel strategy:



Helps you reach consumers where they are.

Consumers use a variety of devices and channels these days, so it's important to approach your targeting strategy holistically.



Increases engagement from your consumers.

A multi-channel strategy helps you reach your consumers where they are, which also increases the likelihood for engagement.



Creates more visibility for your brand.

The more presence you have on various channels, the more visible your brand, products, and services are.

Using a mix of complementary channels in your industry targeting strategy increases the percentage of the total target audience that you can reach, and it helps you to craft a brand story throughout the entire buying journey.

Get Started With Industry Targeting

How can you put
all these ideas and
strategies into action in
the best possible way?

Create a cohesive story.



The ad is the most enticing piece that the user will see, so you want to make it the center of the campaign, and ensure all parts relate back to the creative and messaging you are trying to put forward.

Build your campaign strategy around the creative to ensure your ads are memorable, impactful, and engaging.

If you run native, display, video, CTV, audio, in-game, or digital out-of-home ads without an overall campaign goal in mind, there's no real alignment in strategy. A cohesive story built around your creatives enables the full depth of the campaign to be realized, and will

allow you to effectively evaluate the success of your ads, the targeting tactics, channels chosen, and most importantly, the audience.

To execute a stellar industry strategy across several channels, run it all on one platform. Each programmatic platform will use different algorithms, target different audiences, and potentially tap into different inventory. These variables affect how each of the lines work together, the insights you extract from each tactic, and your overall campaign success. When you strategize appropriately, combining all relevant channels, and executing on a single platform, you are harmonizing tactics and increasing the chance of the most efficient results.

Ready to take control of your industry targeting strategy?

[Book a Demo](#)



StackAdapt is a self-serve programmatic advertising platform used by the most exceptional digital marketers. This state-of-the-art platform is where some of the most progressive work in machine learning meets cutting-edge user experience. Ad buyers plan, execute, and manage data-driven digital advertising campaigns across all devices, inventory, and publisher partners.

For more information, visit stackadapt.com.

www.stackadapt.com

info@stackadapt.com